



#GAV 3622
41

Please type a plus sign (+) inside this box → ☐

PTO/SB/21 (12-97)
Approved for use through 9/30/00. OMB 0651-0031
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

+

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	09/714,857
	Filing Date	November 16, 2000
	First Named Inventor	Jansen, et al.
	Group Art Unit	3622
	Examiner Name	James W. Myhre
Total Number of Pages in This Submission	Attorney Docket Number	24349.010

ENCLOSURES (check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Response <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition Routing Slip (PTO/SB/69) and Accompanying Petition <input type="checkbox"/> To Convert a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Small Entity Statement <input type="checkbox"/> Request for Refund	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Additional Enclosure(s) (please identify below): Form PTO/SB08A in duplicate; 168 references; check for \$180.00; and return postcard
Remarks		

RECEIVED

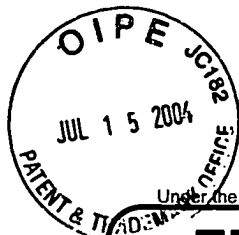
JUL 20 2004

GROUP 3600

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Cowan, Liebowitz & Latman, P.C.
Signature	
Date	July 6, 2004

CERTIFICATE OF MAILING			
I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231 on this date: 07/06/2004			
Typed or printed name	R. Lewis Gable		
Signature		Date	July 6, 2004

⊕ Burden Hour Statement: This form is estimated to take 12 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.



PTO/SB/17 (01-03)

Approved for use through 04/30/2003. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

FEE TRANSMITTAL for FY 2003

Effective 01/01/2003. Patent fees are subject to annual revision.

☒ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$) 180.00

Complete if Known

Application Number	09/714,857
Filing Date	November 16, 2000
First Named Inventor	Jansen, et al.
Examiner Name	James W. Myhre
Art Unit	3622
Attorney Docket No.	24349.010

METHOD OF PAYMENT (check all that apply)☐ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None☒ Deposit Account:Deposit Account Number
Deposit Account Name

03-3415

Cowan Liebowitz & Latman, P.C.

The Commissioner is authorized to: (check all that apply)

☒ Charge fee(s) indicated below ☒ Credit any overpayments☒ Charge any additional fee(s) during the pendency of this application☐ Charge fee(s) indicated below, except for the filing fee to the above-identified deposit account.**FEE CALCULATION****1. BASIC FILING FEE**

Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code	Fee (\$)	Fee Code	Fee (\$)		
1001	750	2001	375	Utility filing fee	
1002	330	2002	165	Design filing fee	
1003	520	2003	260	Plant filing fee	
1004	750	2004	375	Reissue filing fee	
1005	160	2005	80	Provisional filing fee	

SUBTOTAL (1) (\$) -0-

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

	Extra Claims	Fee from below	Fee Paid
Total Claims	-20** =	X	
Independent Claims	-3** =	X	
Multiple Dependent			

Large Entity		Small Entity		Fee Description
Fee Code	Fee (\$)	Fee Code	Fee (\$)	
1202	18	2202	9	Claims in excess of 20
1201	84	2201	42	Independent claims in excess of 3
1203	280	2203	140	Multiple dependent claim, if not paid
1204	84	2204	42	** Reissue independent claims over original patent
1205	18	2205	9	** Reissue claims in excess of 20 and over original patent

SUBTOTAL (2) (\$) -0-

**or number previously paid, if greater; For Reissues, see above

FEE CALCULATION (continued)**3. ADDITIONAL FEES**

Large Entity Small Entity

Fee Code	Fee (\$)	Fee Code	Fee (\$)	Fee Description
1051	130	2051	65	Surcharge - late filing fee or oath
1052	50	2052	25	Surcharge - late provisional filing fee or cover sheet
1053	130	1053	130	Non-English specification
1812	2,520	1812	2,520	For filing a request for <i>ex parte</i> reexamination
1804	920*	1804	920*	Requesting publication of SIR prior to Examiner action
1805	1,840*	1805	1,840*	Requesting publication of SIR after Examiner action
1251	110	2251	55	Extension for reply within first month
1252	410	2252	205	Extension for reply within second month
1253	930	2253	465	Extension for reply within third month
1254	1,450	2254	725	Extension for reply within fourth month
1255	1,970	2255	985	Extension for reply within fifth month
1401	320	2401	160	Notice of Appeal
1402	320	2402	160	Filing a brief in support of an appeal
1403	280	2403	140	Request for oral hearing
1451	1,510	1451	1,510	Petition to institute a public use proceeding
1452	110	2452	55	Petition to revive - unavoidable
1453	1,300	2453	650	Petition to revive - unintentional
1501	1,300	2501	650	Utility issue fee (or reissue)
1502	470	2502	235	Design issue fee
1503	630	2503	315	Plant issue fee
1460	130	1460	130	Petitions to the Commissioner
1807	50	1807	50	Processing fee under 37 CFR 1.17(q)
1806	180	1806	180	Submission of Information Disclosure Stmt
8021	40	8021	40	Recording each patent assignment per property (times number of properties)
1809	750	2809	375	Filing a submission after final rejection (37 CFR 1.129(a))
1810	750	2810	375	For each additional invention to be examined (37 CFR 1.129(b))
1801	750	2801	375	Request for Continued Examination (RCE)
1802	900	1802	900	Request for expedited examination of a design application

Other fee (specify)

*Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$) 180.00

SUBMITTED BY

Name (Print/Type)	R. Lewis Goble	Registration No. (Attorney/Agent)	22,479	Telephone	212-790-9200
Signature		Date	July 6, 2004		

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, Washington, DC 20231.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

JUL 20 2004

GROUP 3600

RECEIVED



24349.010

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Jansen, et al.

Serial No.: 09/714,857

Filed: November 16, 2000

Group Art Unit: 3622

Examiner: James W. Myhre

For: **LOYALTY PROGRAM TRACKING AND CONVERSION
SYSTEM**

RECEIVED

JUL 20 2004

GROUP 3600

July 6, 2004

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

S I R :

Applicants list below the documents known to applicants and their counsel which they believe may be material to the examination of this application and in respect of which there may be a duty to disclose in compliance with the requirements of 37 C.F.R. §1.56 as follows:

07/16/2004 MBIZUNES 00000030 09714857

A1. EP 00303839, 1999-05-06

01 FC:1806

180.00 OP

A2. EP 00200964, 1999-03-19

A3. EP 99310201, 1998-12-21

A4. EP 99310201, 1998-12-21

A5. EP 99119933, 1998-12-18

A6. EP 99307582, 1998-10-02

A7. EP 99101600, 1998-01-30

A8. Hong, Jae-Young, et al., "Design and Implementation of the System Provide of the Loyalty Service for Electronic Commerce", Journal of KISS: Computing Practices, vol. 6, no. 3, June, 2000, pp 348-355.

A9. Leinwand, A., "A Distributed-Star Overnet for Global Business Applications", IEEE Globecom, 8-12 Nov. 1998, vol. 2, 1998, pp 1291-1296.

A10. Munger, S., "Leveraging New Technology to Build Brand Loyalty", Direct Marketing, vol. 59, no. 8, December, 1996, pp 58-60.

A11. US 6,193,152, 1997-05-09

A12. US 6,128,599, 1997-10-09

A13. US 6,119,933, 1998-07-16

A14. US 6,049,778, 1997-10-31

A15. US 6,018,718, 1997-08-28

A16. US 6,012,039, 1999-02-05

A17. US 5,991,376, 1997-05-20

A18. WO 00/111472, 1999-08-09

A19. WO 00/108113, 1999-07-22

A20. WO 00/106438, 1999-07-20

A21. WO 00/104482, 1999-07-13

A22. WO 00/101307, 1999-06-25

A23. WO 00/079461, 1999-06-23

A24. WO 00/067187, 1999-05-02

A25. WO 00/060516, 1999-04-01

A26. WO 00/038088, 1998-12-22

A27. WO 00/017794, 1998-09-23

A28. WO 09923596, 1997-10-31

A29. WO 09920013, 1997-10-09

A30. WO 09913438, 1997-09-05

B1. Hamstra, Mark, "MemberWorks Invests \$50 Million to Move Club Business to the Internet Annotated Title- MemberWorks Inc. to Invest Over \$50 Mil in Next 6 Quarters to Shift Much of its Membership-club Business to the Internet", DM News, vol. 22, no. 10, March 13, 2000, p 34.

- B2. "MyPoints Signs Two Promotions Pacts", DM News, vol. 21, no. 46, December 13, 1999, p 1.
- B3. WO 00/34888, 1998-12-08
- C1. Beardi, Cara, "Carlson Brings Loyalty Program to the Internet", Advertising Age, vol. 71, no. 36, August 28, 2000, p 33.
- C2. Goldie-Scot, Duncan, "MasterCard Turns Beenz into Money – A new Reward Card is to be Launched", Financial News, May 15, 2000.
- C3. Hein, Kenneth, "FunnyMoney.com Enters the Loyalty Points Arena", iMarketing News, vol. 2, no. 17, May 1, 2000, p 35.
- C4. Hein, Kenneth, "Shakeout Begins in Loyalty Points Arena", iMarketing News, vol. 2, no. 16, April 24, 2000, p 6.
- C5. Hein, Kenneth, "Online Loyalty Points Provider Makes Move Offline", iMarketing News, vol. 2, no. 9, March 6, 2000.
- C6. Hein, Kenneth, "Sportcut.com Pays eBucks for Visits", iMarketing News, vol. 2, no.1, January 10, 2000, p 12.
- C7. Judge, Debra, "Loyal to a Point", Internet World, December 1, 1999.
- C8. Briody, Dan, "Web Currencies Give Cash a Run for its Money", InfoWorld, vol. 22, no. 16, April 17, 2000, p 32.
- C9. Oberndorf, Shannon, "Points for Loyalty", Catalog Age, vol. 14, no. 13, December, 1997, pp 35, 38.
- D1. Neel, K.C., "CNN Piles on the Miles", Cable World, col. 12, no. 44, October 30, 2000, p 32.
- D2. "Developing Payments Loyalty", Electronic Payments International, October 31, 1999, p 13.
- D3. "U.S. Loyalty Programs Goes Online With British Telecom", Euromarketing via E-mail, vol. III, no. 7, November 12, 1999.
- D4. "Netcentives (NNM:NCNT)", The IPO Reporter, November 15, 1999.
- D5. "Compubank Gives Miles", Customer Loyalty Today, November, 1999, p 5.
- D6. "Netcentive Network", Customer Loyalty Today, vol. 6, no. 6, June, 1999, p 6.
- D7. Turcsik, Richard, "Up, Up and Away", Brandmarketing, vol. VI, no. 4, May, 1999, p 46.

D8. "Internet Marketing Concepts Patented", San Jose Mercury News, August 27, 1998.

D9. "Wells Fargo Joins Internet Sales Program", American Banker, vol. CLXII, no. 194, October 8, 1997, p 21.

D10. "Web Incentive Program Wins Clout with Airline Alliances", Advertising Age, vol. 68, no. 39, September 29, 1997, p 43.

D11. "Net Surfers Rack Up Travel Miles", USA Today, vol. 16, no. 11, September 29, 1997, p 1B.

D12. "Firm Adds Momentum for Click-And-Brick Loyalty", Bank Network News, vol. 18, no. 22, April 13, 2000, p 5.

D13. US 6,009,412, 1998-06-25

D14. WO 00113563, 2000-08-11

D15. WO 00021008, 1998-10-06

D16. "Netcentives Powers Latin American Loyalty Network", PR Newswire, September 13, 2000.

D17. "Netcentives Goes Universal", San Francisco, Business Times, vol. 14, no. 32, March 10, 2000, p 10.

D18. "Netcentives Professional Services (NPS) Develops Customer Relationship Management System for Insurance Marketing Group", PR Newswire, December 29, 1999, p. 2235.

E1. US 09/218,019, 1998-12-22

E2. US 09/677,401, 2000-09-29

E3. US 09/272,153, 1999-03-19

E4. US 09/234,889, 1999-01-21

E5. US 09/165,457, 1998-10-02

E6. US 6,741,993, 2000-08-29

E7. US 6,669,559, 2000-06-28

E8. US 6,597,903, 2000-11-14

E9. US 6,594,640, 2000-06-23

E10. US 6,594,639, 1999-04-19

- E11. US 6,585,622, 1999-12-03
- E12. US 6,578,735, 2000-02-02
- E13. US 6,571,216, 2000-01-14
- E14. US 6,564,189, 1998-12-22
- E15. US 6,549,912, 1998-09-23
- E16. US 6,542,568, 1999-12-09
- E17. US 6,529,878, 1999-03-19
- E18. US 6,490,411, 2000-03-21
- E19. US 6,486,768, 1998-09-16
- E20. US 6,457,883, 2000-06-30
- E21. US 6,424,951, 1999-09-27
- E22. US 6,416,406, 2000-02-01
- E23. US 6,405,175, 1999-07-27
- E24. US 6,398,216, 2000-03-01
- E25. US 6,378,043, 1998-12-31
- E26. US 6,345,261, 1999-09-30
- E27. US 6,343,990, 2000-01-27
- E28. US 6,327,573, 1998-12-31
- E29. US 6,301,471, 1998-11-02
- E30. US 6,289,318, 1999-03-24
- E31. US 6,273,816, 1999-03-22
- E32. US 6,273,334, 1999-06-15
- E33. US 6,256,614, 1999-07-21
- E34. US 6,251,017, 1999-04-21
- E35. US 6,246,997, 1998-03-26
- F1. EP 00974722.1, 1999-11-23

- F2. EP 00959429.2, 2000-07-07
- F3. EP 01271045.5, 2000-10-31
- F4. EP 01964319.6, 2000-08-29
- F5. EP 01926132.0, 2000-05-16
- F6. EP 01949530.8, 2000-06-26
- F7. EP 01945019.6, 2000-04-20
- F8. EP 01931631.4, 2000-04-20
- F9. EP 01936256.5, 2000-04-20
- F10. EP 01923103.4, 2000-04-06
- F11. EP 00983805.3, 1999-11-30
- F12. EP 01902216.9, 2000-02-01
- F13. EP 00964904.7, 1999-10-27
- F14. EP 00993303.7, 1999-12-09
- F15. EP 00946844.8, 1999-06-23
- F16. EP 00915740.5, 1999-02-05
- F17. EP 00938340.7, 1999-06-30
- F18. EP 01306375.5, 2000-07-26
- F19. EP 00928373.0, 1999-04-21
- F20. EP 99960731.0, 1998-12-22
- F21. EP 01105584.5, 2000-03-27
- F22. EP 01101464.4, 2000-02-02
- F23. EP 99954610.4, 1998-09-23
- F24. EP 99946685.7, 1998-09-16
- F25. GB 03016839, 2000-07-20
- F26. GB 02131738, 1999-12-09
- F27. GB 01190164, 2000-08-03

- F28. GB 01279249, 2000-04-21
- F29. GB 00232298, 2000-09-21
- F30. GB 00029256, 2000-02-10
- F31. WO 02/061524, 2000-10-31
- F32. WO 02/037303, 2000-11-03
- F33. WO 02/035398, 2000-10-23
- F34. WO 02/035339, 2000-10-17
- F35. WO 02/025539, 2000-09-19
- F36. WO 02/021407, 2000-09-08
- F37. WO 02/019091, 2000-08-29
- F38. WO 02/011034, 2000-07-31
- F39. WO 02/008970, 2000-07-24
- F40. WO 02/008969, 2000-07-24
- F41. WO 02/008869, 2000-07-25
- F42. WO 02/007837, 2000-07-20
- F43. WO 02/007038, 2000-06-29
- F44. WO 02/005172, 2000-07-07
- F45. WO 02/001457, 2000-06-23
- F46. WO 02/001433, 2000-06-26
- F47. WO 01/086545, 2000-05-10
- F48. WO 01/086535, 2000-05-09
- F49. WO 01/084280, 2000-05-01
- F50. WO 01/083063, 2000-05-03
- F51. WO 01/083062, 2000-05-03
- F52. WO 01/082241, 2000-04-20
- F53. WO 01/082240, 2000-04-20

- F54. WO 01/082239, 2000-04-20
- F55. WO 01/079966, 2000-04-14
- F56. WO 01/077856, 2000-04-06
- F57. WO 01/067365, 2000-03-09
- F58. WO 01/057816, 2000-02-01
- F59. WO 01/052156, 2000-01-12
- F60. WO 01/043034, 1999-12-09
- F61. WO 01/043031, 1999-12-10
- F62. WO 01/043006, 199-12-10
- F63. WO 01/041612, 1999-12-09
- F64. WO 01/041015, 199-11-30
- F65. WO 01/039058, 1999-11-23
- F66. WO 01/039053, 1999-11-23
- F67. WO 01/039052, 1999-11-26
- F68. WO 01/034172, 1999-11-05
- F69. WO 01/033442, 1999-11-04
- F70. WO 01/033389, 1999-09-29
- F71. WO 01/031531, 1999-10-27
- F72. WO 01/025981, 1999-10-01
- US 6,594,640, 1999-06-23

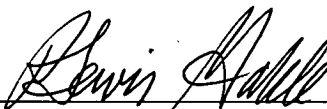
Form PTO/SB/08A is enclosed in duplicate. Copies of the abstracts and/or claims for all of the cited references are enclosed. These references were produced by six searches A, B, C, D, E and F of our data base search service, Nerac. The results of each of the six searches are enclosed, and are marked with a letter and a number corresponding to the above list.

Applicant does not waive any rights to take appropriate action to establish patentability over any of the listed documents should they be applied as references against the claims of the present application.

This statement should not be construed as a representation that more material information does not exist or that an exhaustive search of the relevant art has been made. Consideration of the cited documents and making the same of record in the prosecution of the above-identified application are respectfully requested.

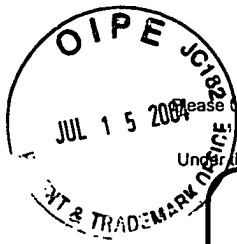
The submission of this Information Disclosure Statement is made before receipt of the initial Office Action. Any fee required for this filing, or any overpayment, should be charged to Deposit Account No. 03-3415.

Respectfully submitted,



R. Lewis Gable
Reg. No. 22,479

COWAN, LIEBOWITZ & LATMAN, P.C.
1133 Avenue of the Americas
New York, NY 10036-6799
(212) 790-9200



Please type a plus sign (+) inside this box → ☐

PTO/SB/08A (10-96)
Approved for use through 10/31/99. OMB 0651-0031
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)			Complete if Known		
			Application Number	09/714,857	
			Filing Date	November 16, 2000	
			First Named Inventor	Jansen, et al.	
			Group Art Unit	3622	
			Examiner Name	James W. Myhre	
Sheet	1	of	13	Attorney Docket Number	24349.010

U.S. PATENT DOCUMENTS						
Examiner Initials ¹	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)			
	A11	6,193,152			05/09/1997	
	A12	6,128,599			10/09/1997	
	A13	6,119,933			07/16/1998	
	A14	6,049,778			10/31/1997	
	A15	6,018,718			08/28/1997	
	A16	6,012,039			02/05/1999	
	A17	5,991,376			05/20/1997	
	D13	6,009,412			06/25/1998	
	E1	09/218,019			12/22/1998	
	E2	09/677,401			09/29/2000	
	E3	09/272,153			03/19/1999	
	E4	09/234,889			01/21/1999	
	E5	09/165,457			10/02/1998	
	E6	6,741,993			08/29/2000	
	E7	6,669,559			06/28/2000	
	E8	6,597,903			11/14/2000	
	E9	6,594,640			06/23/2000	
	E10	6,594,639			04/19/1999	
	E11	6,585,622			12/03/1999	
	E12	6,578,735			02/02/2000	

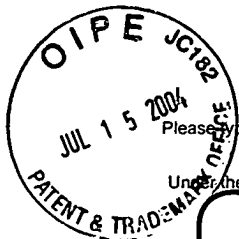
FOREIGN PATENT DOCUMENTS								
Examiner Initials ¹	Cite No. ¹	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Office ³	Number ⁴	Kind Code ⁵ (if known)				
	A1	EP	00303839			05/06/1999		
	A2	EP	00200964			03/19/1999		
	A3	EP	99310201			12/21/1998		
	A4	EP	99310201			12/21/1998		
	A5	EP	99119933			12/18/1998		
	A6	EP	99307582			10/02/1998		
	A7	EP	99101600			01/30/1998		
	A18	WO	00/111472			08/09/1999		
	A19	WO	00/108113			07/22/1999		
	A20	WO	00/106438			07/20/1999		

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.



Please type a plus sign (+) inside this box → ☐

PTO/SB/08A (10-96)
Approved for use through 10/31/99. OMB 0651-0031
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)			Complete if Known		
			Application Number	09/714,857	
			Filing Date	November 16, 2000	
			First Named Inventor	Jansen, et al.	
			Group Art Unit	3622	
			Examiner Name	James W. Myhre	
Sheet	2	of	13	Attorney Docket Number	24349.010

U.S. PATENT DOCUMENTS						
Examiner Initials ¹	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)			
	E13	6,571,216			01/14/2000	
	E14	6,564,189			12/22/1998	
	E15	6,549,912			09/23/1998	
	E16	6,542,568			12/09/1999	
	E17	6,529,878			03/19/1999	
	E18	6,490,411			03/21/2000	
	E19	6,486,768			09/16/1998	
	E20	6,457,883			06/30/2000	
	E21	6,424,951			09/27/1999	
	E22	6,416,406			02/01/2000	
	E23	6,405,175			07/27/1999	
	E24	6,398,216			03/01/2000	
	E25	6,378,043			12/31/1998	
	E26	6,345,261			09/30/1999	
	E27	6,343,990			01/27/2000	
	E28	6,327,573			12/31/1998	
	E29	6,301,471			11/02/1998	
	E30	6,289,318			03/24/1999	
	E31	6,273,816			03/22/1999	
	E32	6,273,334			06/15/1999	

FOREIGN PATENT DOCUMENTS								
Examiner Initials [*]	Cite No. ¹	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Office ³	Number ⁴	Kind Code ⁵ (if known)				
	A21	WO	00/104482			07/13/1999		
	A22	WO	00/101307			06/25/1999		
	A23	WO	00/079461			06/23/1999		
	A24	WO	00/067187			05/02/1999		
	A25	WO	00/060516			04/01/1999		
	A26	WO	00/038088			12/22/1998		
	A27	WO	00/017794			09/23/1998		
	A28	WO	09923596			10/31/1997		
	A29	WO	09920013			10/09/1997		
	A30	WO	09913438			09/05/1997		

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

24349/010/637338.1

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

PTO/SB/08A (10-96)
Approved for use through 10/31/99. OMB 0651-0031
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE
Collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				Complete if Known	
				Application Number	09/714,857
				Filing Date	November 16, 2000
				First Named Inventor	Jansen, et al.
				Group Art Unit	3622
				Examiner Name	James W. Myhre
				Attorney Docket Number	24349.010
Sheet	5	of	13		

[illegible]

FOREIGN PATENT DOCUMENTS								
Examiner Initials*	Cite No. ¹	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Office ³	Number ⁴	Kind Code ⁵ (if known)				
	F18	EP	01306375.5			07/26/2000		
	F19	EP	00928373.0			04/21/1999		
	F20	EP	99960731.0			12/22/1998		
	F21	EP	01105584.5			03/27/2000		
	F22	EP	01101464.4			02/02/2000		
	F23	EP	99954610.4			09/23/1998		
	F24	EP	99946685.7			09/16/1998		
	F25	GB	03016839			07/20/2000		
	F26	GB	02131738			12/09/1999		
	F27	GB	01190164			08/03/2000		

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. **DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO:** Assistant Commissioner for Patents, Washington, DC 20231.



Please type a plus sign (+) inside this box → ☐

PTO/SB/08B (10-96)
Approved for use through 10/31/99. OMB 0651-0031
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.



Substitute for form 1449B/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)			Complete if Known		
			Application Number	09/714,857	
			Filing Date	November 16, 2000	
			First Named Inventor	Jansen, et al.	
			Group Art Unit	3622	
			Examiner Name	James W. Myhre	
Sheet	11	of	13	Attorney Docket Number	24349.010

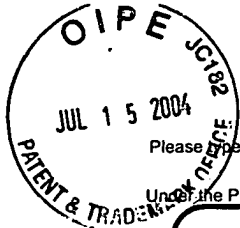
OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS			
Examiner Initials	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		A8. Hong, Jae-Young, et al., "Design and Implementation of the System Provide of the Loyalty Service for Electronic Commerce", Journal of KISS: Computing Practices, vol. 6, no. 3, June, 2000, pp 348-355.	
		A9. Leinwand, A., "A Distributed-Star Overnet for Global Business Applications", IEEE Globecom, 8-12 Nov. 1998, vol. 2, 1998, pp 1291-1296.	
		A10. Munger, S., "Leveraging New Technology to Build Brand Loyalty", Direct Marketing, vol. 59, no. 8, December, 1996, pp 58-60.	
	✓	B1. Hamstra, Mark, "MemberWorks Invests \$50 Million to Move Club Business to the Internet Annotated Title-MemberWorks Inc. to Invest Over \$50 Mil in Next 6 Quarters to Shift Much of its Membership-club Business to the Internet", DM News, vol. 22, no. 10, March 13, 2000, p 34.	
		B2. "MyPoints Signs Two Promotions Pacts", DM News, vol. 21, no. 46, December 13, 1999, p 1.	
	✓	C1. Beardi, Cara, "Carlson Brings Loyalty Program to the Internet", Advertising Age, vol. 71, no. 36, August 28, 2000, p 33.	
		C2. Goldie-Scot, Duncan, "MasterCard Turns Beenz into Money – A new Reward Card is to be Launched", Financial News, May 15, 2000.	
		C3. Hein, Kenneth, "FunnyMoney.com Enters the Loyalty Points Arena", iMarketing News, vol. 2, no. 17, May 1, 2000, p 35.	
		C4. Hein, Kenneth, "Shakeout Begins in Loyalty Points Arena", iMarketing News, vol. 2, no. 16, April 24, 2000, p 6.	
		C5. Hein, Kenneth, "Online Loyalty Points Provider Makes Move Offline", iMarketing News, vol. 2, no. 9, March 6, 2000.	
		C6. Hein, Kenneth, "Sportcut.com Pays eBucks for Visits", iMarketing News, vol. 2, no.1, January 10, 2000, p 12.	

Examiner Signature		Date Considered	
--------------------	--	-----------------	--

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Unique citation designation number. ² Applicant is to place a check mark here if English language Translation is attached.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.



Please type a plus sign (+) inside this box → ☐

Approved for use through 10/31/99. OMB 0651-0031
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449B/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)			Complete if Known		
			Application Number	09/714,857	
			Filing Date	November 16, 2000	
			First Named Inventor	Jansen, et al.	
			Group Art Unit	3622	
			Examiner Name	James W. Myhre	
Sheet	12	of	13	Attorney Docket Number	24349.010

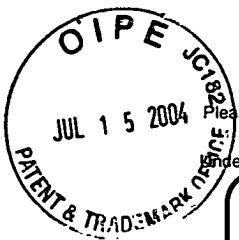
OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		C7. Judge, Debra, "Loyal to a Point", Internet World, December 1, 1999.	
		C8. Briody, Dan, "Web Currencies Give Cash a Run for its Money", InfoWorld, vol. 22, no. 16, April 17, 2000, p 32.	
		C9. Oberndorf, Shannon, "Points for Loyalty", Catalog Age, vol. 14, no. 13, December, 1997, pp 35, 38.	
	✓	D1. Neel, K.C., "CNN Piles on the Miles", Cable World, col. 12, no. 44, October 30, 2000, p 32.	
		D2. "Developing Payments Loyalty", Electronic Payments International, October 31, 1999, p 13.	
		D3. "U.S. Loyalty Programs Goes Online With British Telecom", Euromarketing via E-mail, vol. III, no. 7, November 12, 1999.	
		D4. "Netcentives (NNM:NCNT)", The IPO Reporter, November 15, 1999.	
		D5. "Compubank Gives Miles", Customer Loyalty Today, November, 1999, p 5.	
		D6. "Netcentive Network", Customer Loyalty Today, vol. 6, no. 6, June, 1999, p 6.	
		D7. Turcsik, Richard, "Up, Up and Away", Brandmarketing, vol. VI, no. 4, May, 1999, p 46.	
		D8. "Internet Marketing Concepts Patented", San Jose Mercury News, August 27, 1998.	

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Unique citation designation number. ² Applicant is to place a check mark here if English language Translation is attached.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.



Please type a plus sign (+) inside this box → ☐

PTO/SB/08B (10-96)
Approved for use through 10/31/99. OMB 0651-0031
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.



Substitute for form 1449B/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)				Complete if Known	
				Application Number	09/714,857
				Filing Date	November 16, 2000
				First Named Inventor	Jansen, et al.
				Group Art Unit	3622
				Examiner Name	James W. Myhre
Sheet	13	of	13	Attorney Docket Number	24349.010

OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS			
Examiner Initials	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		D9. "Wells Fargo Joins Internet Sales Program", American Banker, vol. CLXII, no. 194, October 8, 1997, p 21.	
		D10. "Web Incentive Program Wins Clout with Airline Alliances", Advertising Age, vol. 68, no. 39, September 29, 1997, p 43.	
		D11. "Net Surfers Rack Up Travel Miles", USA Today, vol. 16, no. 11, September 29, 1997, p 1B.	
		D12. "Firm Adds Momentum for Click-And-Brick Loyalty", Bank Network News, vol. 18, no. 22, April 13, 2000, p 5.	
		D16. "Netcentives Powers Latin American Loyalty Network", PR Newswire, September 13, 2000.	
		D17. "Netcentives Goes Universal", San Francisco, Business Times, vol. 14, no. 32, March 10, 2000, p 10.	
		D18. "Netcentives Professional Services (NPS) Develops Customer Relationship Management System for Insurance Marketing Group", PR Newswire, December 29, 1999, p. 2235.	

Examiner Signature		Date Considered	
-----------------------	--	--------------------	--

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Unique citation designation number. ² Applicant is to place a check mark here if English language Translation is attached.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.